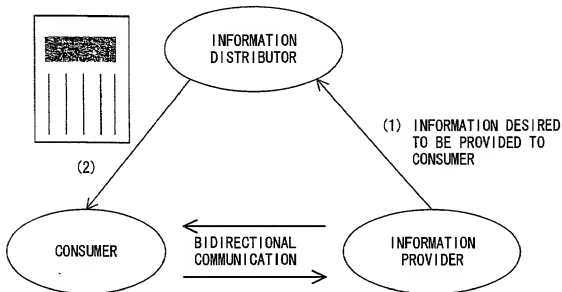


ENTERPRISE SIDE \Rightarrow CONSUMERS
PROVIDING CONSUMERS WITH INFORMATION BY PRINTING
PATTERN INFORMATION ON DISTRIBUTION MATERIAL, AND
BY DISTRIBUTING THE DISTRIBUTION MATERIAL

PRINTING PATTERN
INFORMATION ON NEWSPAPER
OR MAGAZINE, AND
DISTRIBUTING THE NEWSPAPER
OR THE MAGAZINE



CONSUMER \Rightarrow INFORMATION PROVIDER
CONVEYING INFORMATION TO
INFORMATION PROVIDER VIA INTERNET
OR POSTAL CARD

- INTERNET
- POSTAL CARD
- FACSIMILE
- PC COMMUNICATION
- ETC.

FIG. 1

00027402-001301

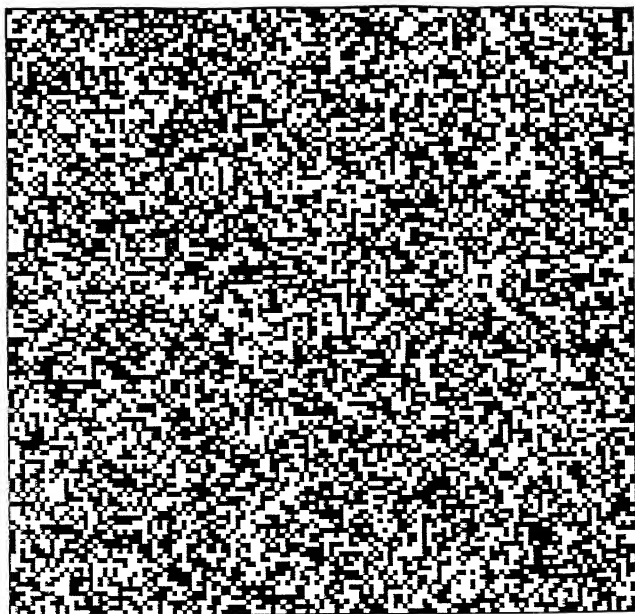


FIG. 2

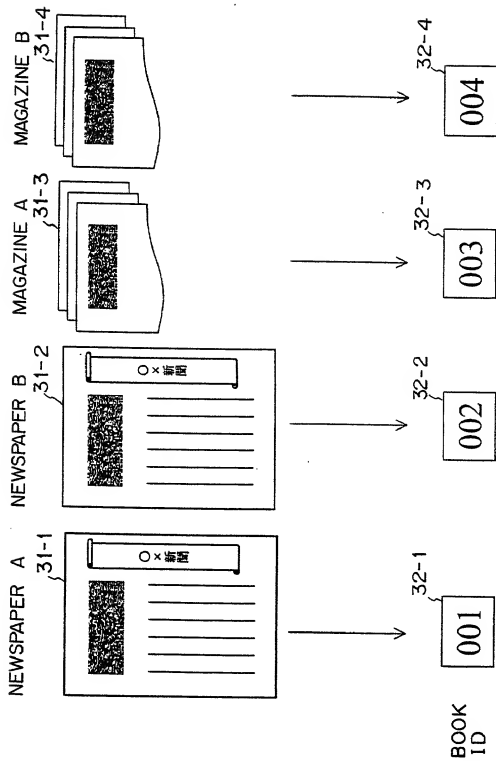


FIG. 3

PATTERN
INFORMATION 41



SCAN



QUESTIONNAIRE 42

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____



yes

no

DISPLAYING URL
(AUTOMATICALLY
CONNECTED)



TRANSMITTING INFORMATION
VIA THE INTERNET

- ADDRESS
- TELEPHONE NUMBER
- FAX NUMBER
- etc.



TRANSMITTING POSTAL
CARD

FIG. 4

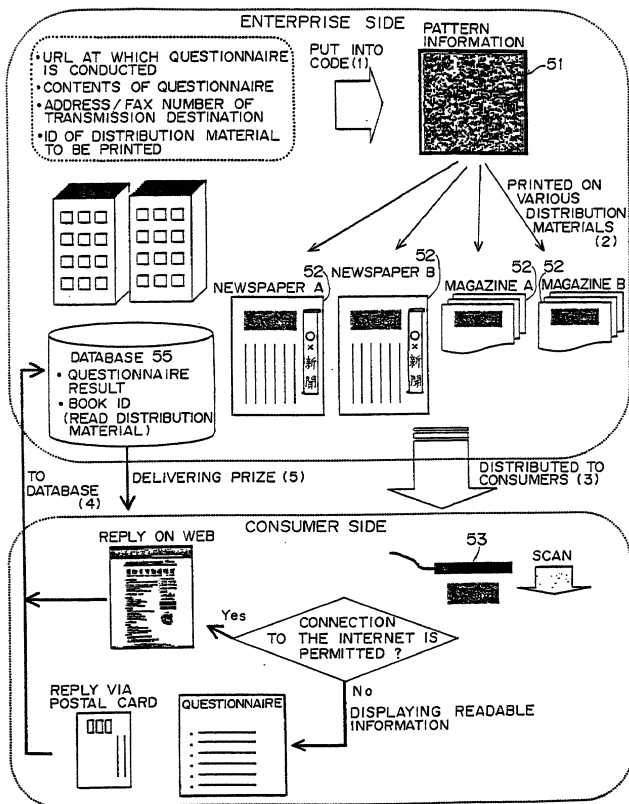


FIG. 5

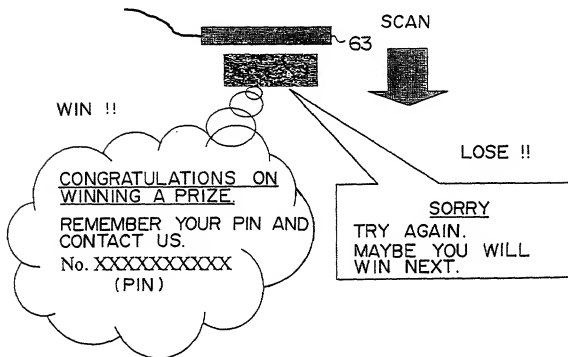
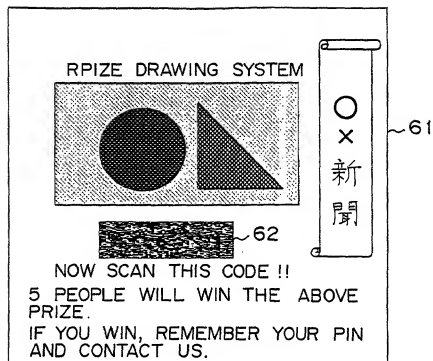


FIG. 6

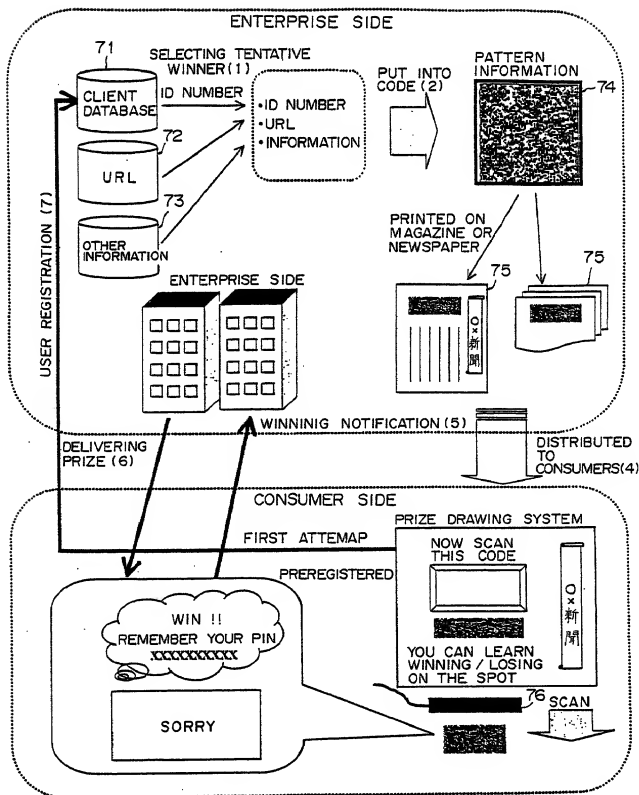


FIG. 7

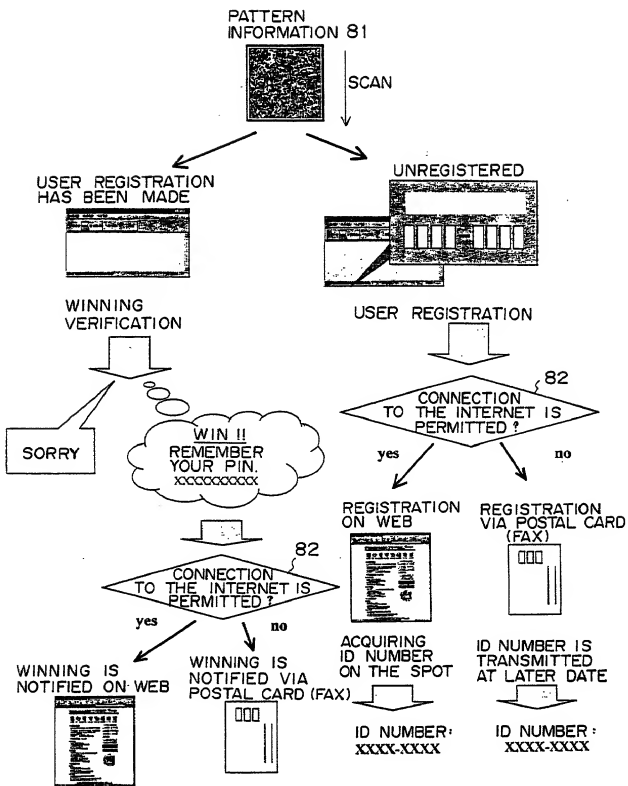


FIG. 8

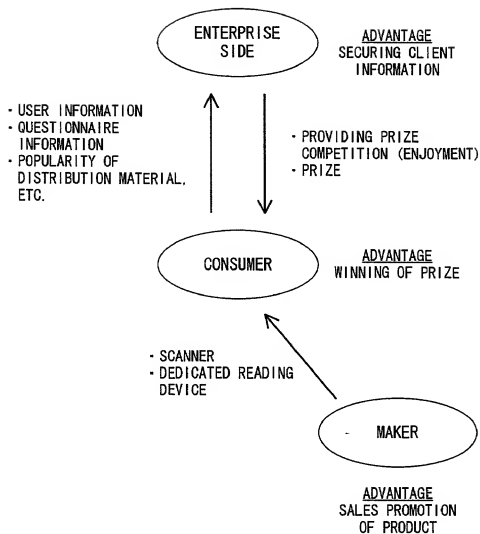


FIG. 9

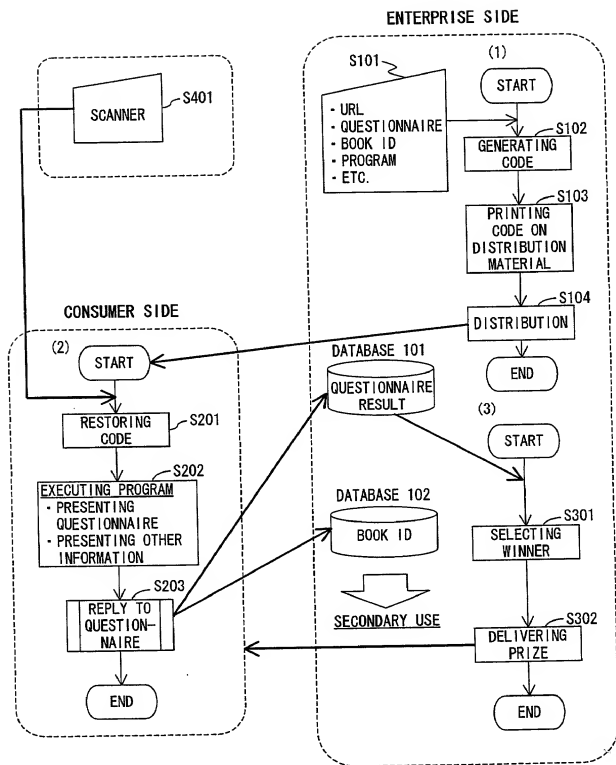


FIG. 10

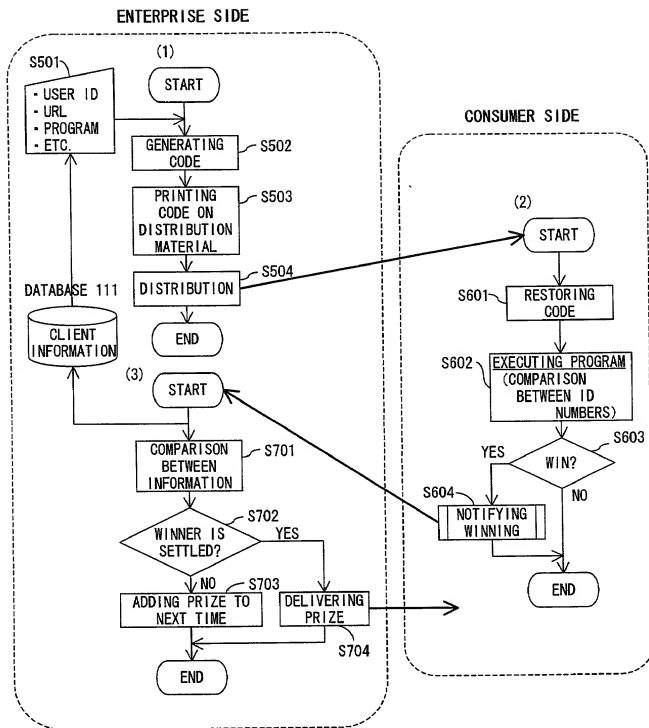


FIG. 11

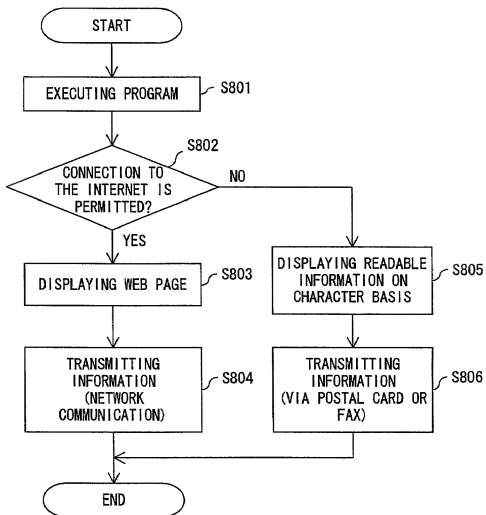


FIG. 12

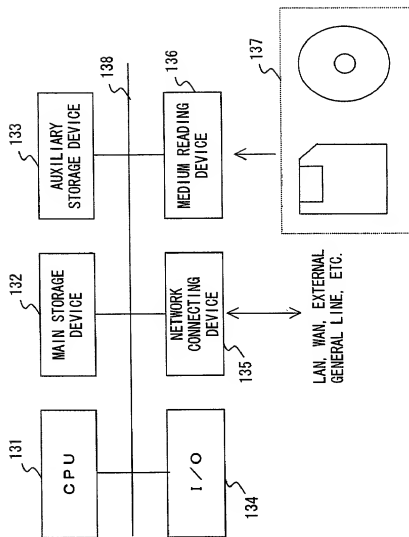


FIG. 13

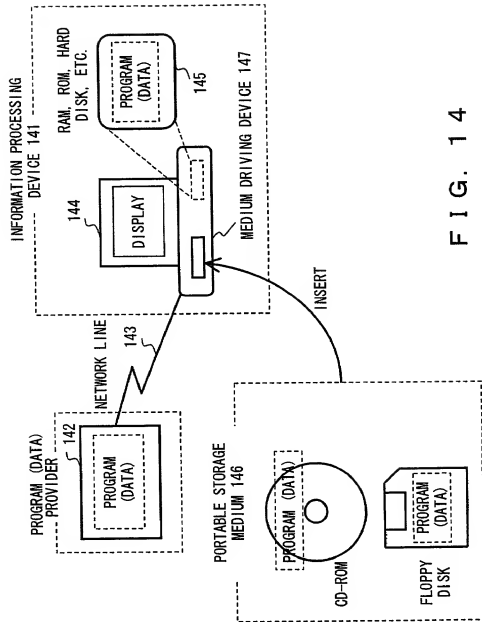


FIG. 14